

MONTANA FISH, WILDLIFE & PARKS COMMUNICATION AND EDUCATION DIVISION

DIVISION OVERVIEW

FWP's Communication & Education Division, through its Helena office and seven Regional Information and Education Program Managers, is responsible for the lead in FWP's primary information and education efforts.

Responsibilities include:

- Managing FWP's website and social media platforms,
- Producing and distributing print, audio and visual media materials,
- Coordinating hunter, bowhunter and boat education and safety programs,
- Coordinating and delivering outdoor recreation and conservation education programs,
- Coordinating activities at the Montana Wild Education Center,
- Operating FWP's wild animal rehabilitation center,
- Producing hunting, fishing and trapping regulations,
- Providing reception services at FWP's Helena Headquarters,
- *Montana Outdoors* magazine,
- Administering a public shooting range grants program.

DIVISION ACCOMPLISHMENTS

Public Information

- Managed FWP communication associated with a number of high profile and controversial issues including bison, wolves and wildlife disease.
- Improved FWP's website and increased access to FWP information via additional social media. FWP's website currently attracts 4 million visits and 19 million page-views annually. With Facebook, Twitter, YouTube, Podcasts, email and text messaging, FWP expands its social media outreach efforts by several thousand users every week.
- Streamlined opportunities for the public to comment on issues and actions via the FWP website.
- Produced 48 television Outdoor Reports, reaching 300,000 television network viewers weekly.
- Initiated an effective marketing campaign to augment the sale of surplus nonresident deer and elk hunting licenses, 2,800 additional licenses were sold and revenue of over 1.5 million was generated between August and November.
- Coordinated, in collaboration with the Department of Agriculture, a public outreach effort targeting boaters, anglers and others about the risk aquatic invasive species pose to recreation and natural resources in Montana. Post-campaign survey results indicate public awareness has increased and behavior has changed favorably.

Education

- Completed the Montana Wild Education Center. Three hundred thirty-eight events were held, including participation from 46 outlying schools (more than 80 miles away) and 4,746 student visits.
- Coordinated the efforts of over 1,500 volunteer hunter and bowhunter education instructors. Those instructors provided instruction to over to 9,069 individuals via 291 classes.
- About 1,720 volunteers or teachers assisted FWP with Aquatic Education efforts, over 51,000 Montanans participated in associated events.

DIVISION CHALLENGES

- In dealing with a variety of high profile issues, what is often most difficult is ensuring interested individuals have complete and accurate information.
 - Which means providing information in terms the public can understand in places the public expects to find it.
- Responding to public demands for integrating new communication techniques—digital communications via the website, mobile applications, text messaging, and social media platforms in outreach efforts.
- Changing the behavior of anglers and boaters aimed at preventing the spread of aquatic invasive species.
- Addressing declining nonresident big game hunting license sales.
- Capitalizing on the opportunities that Montana Wild presents.

DECISION PACKAGES

DP #6101 Professional Development Fee Allocation, \$105, – Page C28. The executive recommends funding the PDC as a fixed cost item. This request reflects the base equal to the amount paid to Capital PDC. The new fixed amount is in the Management and Finance Division budget.